Welcome To

Virtual Marketing

Blueprint

Rei Rockstars

Virtual Marketing Experts

Dani Lynn

Flip

Rei Rockstars

Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating <u>key</u> internet marketing concepts into your business.

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Virtual Marketing Blueprint

Website Optimization

Objectives:
1) Website Optimization Overview
2) Setting Up Google Analytics
3) Building Google XML Sitemaps
4) Introduction To Google Webmasters
5) How To Speed Up Your Wordpress Website
6) Addendum: New Plugin- Ping Optimizer

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Virtual Marketing Blueprint

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Introduction to Website Optimization

Website Optimization

What Is It?

Website Optimization is many things, but for this module we are focusing on tracking your website traffic, assisting Google in indexing, speeding up your sites load time and being proactive about penalties like crawl errors, being tagged as a ping spammer and more.

Why Is It Important?

Website optimization will give you an overall edge and boost to your websites performance, conversion and ranking.

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Introduction to Website Optimization

Website Optimization Factors

- **Tracking web traffic**
- **Sitemaps for Google indexing**
- **Google bot crawl errors (broken links, etc)**
- **Ping Spamming**
- **Load Speed of Website**
- **Keyword Sourcing**
- **Google Search Conversion**

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Virtual Marketing Blueprint

Next Video...

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Introduction to Google Analytics

Google Analytics

What Is It?

Google Analytics is a free service that provides you with detailed insights about visitors to your website.

Why Is It Important?

It tracks the visitors to your site, how long they stay on the site, where they came from and what web pages they are visiting so you can continually evaluate the effectiveness of your marketing.

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Step 1

Go to google.com/analytics and click on "Access Analytics".

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Click on the wheel and then click "+ New Account".
Next, type in your account name and url.
Then adjust your time zone.

Objective 2 Setting Up Google Analytics

⚙ 1

Google Analytics
Account Administration

Accounts

2

+ New Account   Show All Starred 🔍

Google Analytics
Account Administration

Accounts

Create New Account
Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. ⍰

General Information

Account Name   [   ]   3

Website's URL   [http:// ▼] [   ]   4
                 Example: http://www.mywebsite.com

Time zone   [United States ▼] [(GMT–08:00) Pacific Time ▼]   5

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Step 3

Choose your data sharing settings. Choose your county or territory for the user agreement, review and agree to terms of service. Then click "Create Account".

Data Sharing Settings ?

Sharing Settings ○ Do not share my Google Analytics data
● Share my Google Analytics data...

1

☑ **With other Google products only** optional
Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services. *Only Google services (no third parties) will be able to access your data.* Show example

☑ **Anonymously with Google and others** optional
Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with hundreds of other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. Show example

User Agreement

Please ensure that your country or territory of residence is selected below. Carefully read the terms and conditions and select the checkbox to accept.

Your country or territory   United States   2

GOOGLE ANALYTICS TERMS OF SERVICE

The following are the terms and conditions for use of the Google Analytics service described herein (the "Service") between Google Inc. and you (either an individual or a legal entity that you represent as an authorized employee or agent) ("You"). Please read them carefully. BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS AND/OR USING THE SERVICE, YOU ARE STATING THAT YOU ARE ELIGIBLE FOR AN ACCOUNT AND THAT YOU AGREE TO BE BOUND BY ALL OF THESE TERMS AND CONDITIONS OF THE SERVICE ("AGREEMENT"). The Service is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein.

1. DEFINITIONS

"Account" refers to the billing account for the Service. All Profiles linked to a single Site will have their Page Views aggregated prior to determining the charge for the Service for that Site.

Terms and conditions   ☐ Yes, I agree to the above terms and conditions

3

Create Account Cancel   4

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There are 2 ways to set up Google Analytics using the Graphene theme. Option 1 is to scroll down and copy the code under section 2.

Standard   **Advanced**   **Custom**

1. What are you tracking?

- ⦿ A single domain
  Example: www.ultimateuberagent.com
- ⦾ One domain with multiple subdomains
  Examples: www.ultimateuberagent.com
              apps.ultimateuberagent.com
              store.ultimateuberagent.com
- ⦾ Multiple top-level domains
  Examples: www.ultimateuberagent.uk
              www.ultimateuberagent.cn
              www.ultimateuberagent.fr

- ☐ AdWords campaigns

2. Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. ⑦

```
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-28147133-1']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();

</script>
```

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Open up a new tab in your web browser and go to your wordpress website dashboard. Next, go to "Graphene Options" under the "Appearance" tab and then click on "Google Analytics Options".

Links
Pages
Comments

Appearance

Themes
Widgets
Menus
Graphene Options   1
Graphene FAQs
Background
Header
Editor

Plugins
Users
Tools
Settings
Contact
Platinum SEO
Shareaholic

General | Display | Advanced | Toggle all tabs

Slider Options

Front Page Options

Homepage Panes

Comments Options

Child Page Options

Widget Area Options

Top Bar Options

Social Sharing Buttons

Adsense Options   2

Google Analytics Options

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Paste your google analytics code into the box. Make sure "Enable Google Analytics Tracking" box is checked and then scroll down to click "Save Options".

Google Analytics Options

Enable Google Analytics tracking ☑ ②

Note: the theme now places the Google Analytics script in the `<head>` element to better support the new asynchronous Google Analytics script. Please make sure you update your script to use the new asynchronous script from Google Analytics.

Google Analytics tracking code

Make sure you include the full tracking code (including the `<script>` and `</script>` tags) and not just the `UA-#######-#` code.

①

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Option 2 is as follows: Go back to your Google Analytics tab in your web browser and scroll up to the top of the page and copy the "Property ID" or "UA" code.

All Accounts › Mortgage Assign ›

Mortgage Assign
Property ID: UA-28163659-1
Default URL: http://www.mortgageassign.com

Profiles **Tracking Code** **Property Settings**

Tracking Code Configuration

Tracking Status Information

Property Name Mortgage Assign

Website URL http://www.mortgageassign.com

Property ID UA-28163659-1 ←

Tracking Status **Tracking Not Installed** Last checked: Jan 8, 2012 12:22:09 PM PST
The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web administrator must add the code to each page of your website.

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Then go back to your website dashboard and go to "Add New" under the "Plugins" tab and type in "Google Analytics for Wordpress" in the search field and click "Search Plugins".

DANI LYNN | Internet Marketing Coach 🔄 3 💬 ✚ New

🏠 Dashboard

📌 Posts

🎞 Media

🔗 Links

📄 Pages

💬 Comments

🖥 Appearance

🔌 **Plugins**

Installed Plugins

Add New ← **1**

Editor

Install Plugins

Search | Upload | Featured | Popular | Newest | Recently Updated

Plugins extend and expand the functionality of WordPress. You may automatically insta

Search

Search for plugins by keyword, author, or tag.

2

Term ▾ | e Analytics for Wordpress | Search Plugins ← **3**

Popular tags

You may also browse based on the most popular tags in the Plugin Directory:

admin   comments

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Click on "Install Now". Click "Okay" when the pop up window appears asking if you are sure you want to install this plugin. On the next screen, click on "Activate Plugin".

Install Plugins

Search | **Search Results** | Upload | Featured | Popular | Newest | Recently Updated

Term ▼ | Google Analytics for Wor | Search Plugins

Name	Version	Rating	Description
Google Analytics for WordPress Details I Install Now	4.2.2	★★★★☆	The Google Analytics for WordP Check out the Google Analytics Full list of features: Simple installation through integ and you're done. This plugin uses the asynchron

1

Installing Plugin: Google Analytics for WordPress 4.2.2

Downloading install package from `http://downloads.wordpress.org/plugin/google-analytics-for-wordpress.4.2.2.zip...`

Unpacking the package…

Installing the plugin…

Successfully installed the plugin **Google Analytics for WordPress 4.2.2**.

Activate Plugin I Return to Plugin Installer

2

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Scroll down to the newly installed plugin and click on "Settings".

Screen Options ▾   Help ▾

🔌 **Plugins** Add New

Plugin **activated.**

Google Analytics is not active. You must select which Analytics Profile to track before it can work.

All (9) | Active (8) | Inactive (1)

Search Installed Plugins

Bulk Actions ▾   Apply

9 items

☐	Plugin	Description
☐	**Bad Behavior** Settings	Log	Deactivate	Edit	Deny automated spambots access to your PHP-based Web site. Version 2.1.15	By Michael Hampton	Visit plugin site
☐	**Contact Form 7** . Settings	Deactivate	Edit	Just another contact form plugin. Simple but flexible. Version 3.0.2.1	By Takayuki Miyoshi	Visit plugin site
☐	**Google Analytics for WordPress** Settings	Deactivate	Edit	This plugin makes it simple to add Google Analytics to your WordPress blog, adding lots of features, eg. custom variables and automatic clickout and download tracking. Version 4.2.2	By Joost de Valk	Visit plugin site

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Click the box for "Manually enter your UA code".

W **Google Analytics for WordPress Configuration**

Google Analytics is not active. You must select which Analytics Profile to track before it can work.

Google Analytics Settings

Analytics Profile:

Please authenticate with Google Analytics to retrieve your tracking code:

Click here to authenticate with Google

Note: if you have multiple Google accounts, you'll want to switch to the right account first, since Google doesn't let you switch accounts on the authentication screen.

☐ Manually enter your UA code

Where should the tracking code be placed:

In the header (default) ▾

The header is by far the best spot to place the tracking code. If you'd rather place the code manually, switch to manual placement. For more info read this page.

Track outbound clicks & downloads: ☑

Clicks & downloads will be tracked as events, you can find these under Content » Event Tracking in your Google Analytics reports.

Show advanced settings: ☐

Only adviced for advanced users who know their way around Google Analytics

Update Google Analytics Settings »

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Paste your UA code in the field provided and then click "Update Google Analytics Settings".

Google Analytics Settings

Analytics Profile:

☑ Manually enter your UA code

Manually enter your UA code:

1

Where should the tracking code be placed:

In the header (default) ▼

The header is by far the best spot to place the tracking code. If you'd rather place the code manually, switch to manual placement. For more info read this page.

Track outbound clicks & downloads: ☑

Clicks & downloads will be tracked as events, you can find these under Content » Event Tracking in your Google Analytics reports.

Show advanced settings: ☐

Only adviced for advanced users who know their way around Google Analytics

2

Update Google Analytics Settings »

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Go back to the google analytics tab in your web browser and scroll down to click "Save". Once saved, scroll back up to the top of the page and click on "Home".

▸**Email these instructions** Optional

💡 We recommend that you do not use both new and old tracking code snippets together on any given page. Doing so might generate inaccurate report data. You can, however, migrate select pages of your site to the new tracking code while the older tracking code remains on others.

Save   Cancel

1

2

🏠 Home   **Standard Reporting**   **Custom Reporting**

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FYI

In the future, this is the dashboard where you'll be able to check your website stats. When you have down time, it would be beneficial to go through tutorials to learn more about google analytics.
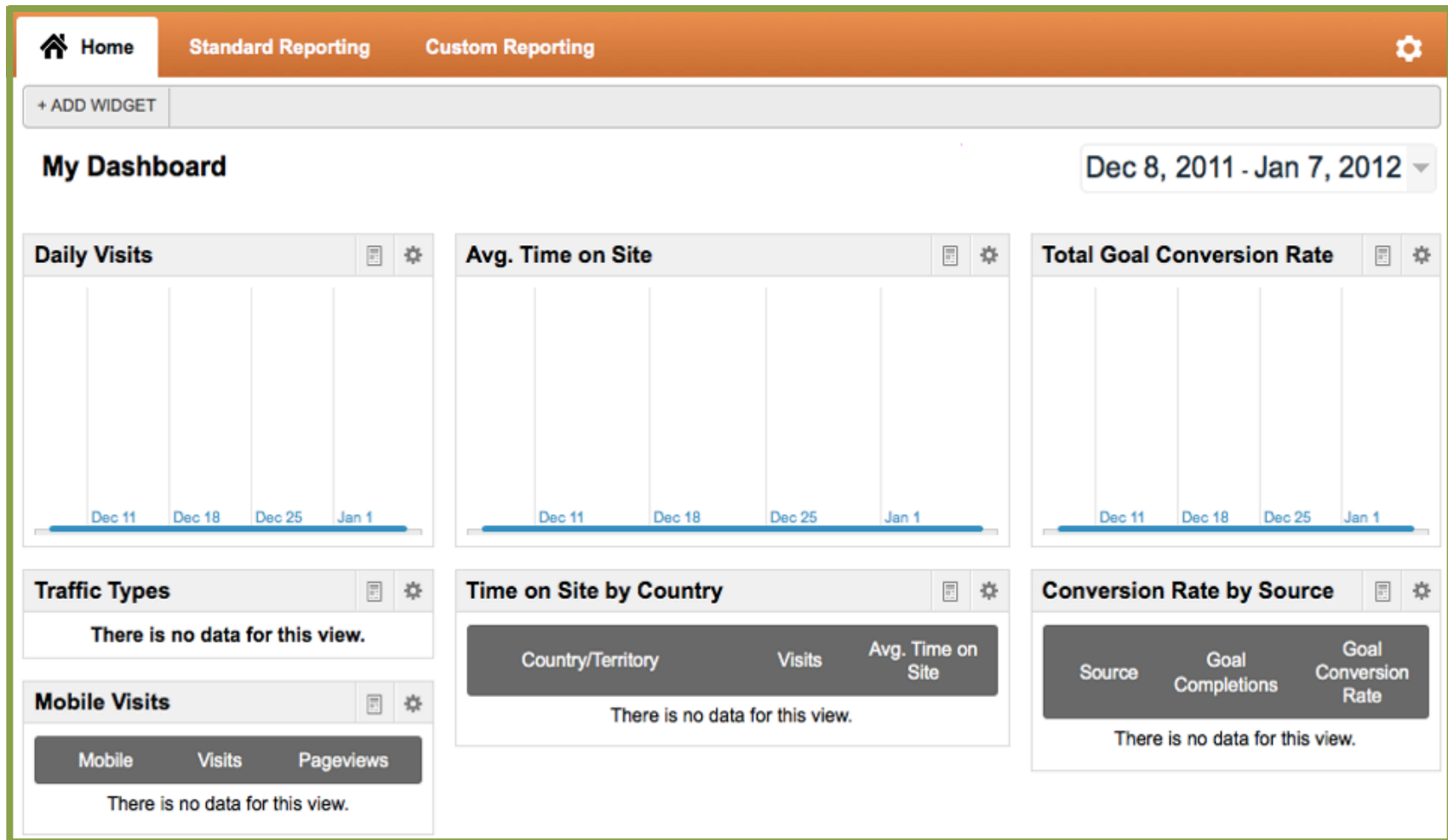
⌂ Home   Standard Reporting   Custom Reporting   ⚙

+ ADD WIDGET

My Dashboard   Dec 8, 2011 - Jan 7, 2012 ▾

Daily Visits   **Avg. Time on Site**   **Total Goal Conversion Rate**

Dec 11 Dec 18 Dec 25 Jan 1   Dec 11 Dec 18 Dec 25 Jan 1   Dec 11 Dec 18 Dec 25 Jan 1

Traffic Types   **Time on Site by Country**   **Conversion Rate by Source**

There is no data for this view. | Country/Territory | Visits | Avg. Time on Site | | Source | Goal Completions | Goal Conversion Rate |

Mobile Visits   There is no data for this view.   There is no data for this view.

| Mobile | Visits | Pageviews |

There is no data for this view.

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Introduction to Sitemaps

Sitemaps

What Is It?

A map of your website that provides a way for website owners to inform google of all the url's that are available on a website to crawl.

Why Is It Important?

If search engines don't know a web page exists, that page won't show up in search results.

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Log into your wordpress dashboard and click on "Add New" under your "Plugins" tab. Then type in "Google xml sitemap" into the search field and click on "Search Plugins".

🏠 Dashboard

📌 Posts

🎞 Media

🔗 Links

📄 Pages

💬 Comments

🖥 Appearance

🔌 Plugins

Installed Plugins

Add New ← 1

Install Plugins

Search | Upload | Featured | Popular | Newest | Recently Updated

Plugins extend and expand the functionality of WordPress. You may automatically install plugins f

Search

Search for plugins by keyword, author, or tag.

Term ▾ google xml sitemap | 2

Search Plugins ← 3

Popular tags

You may also browse based on the most popular tags in the Plugin Directory:

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Find the "Google XML Sitemaps" plugin by Arne Brachhold and click "Install Now". Then click "Okay" on the next pop up window that asks if you're sure you want to install this plugin.

Name	Version	Rating	Description
Better WordPress Google XML Sitemaps (with sitemapindex and Multi-site support) Details	Install Now	1.1.6	★★★★½	Welcome to the first WordPress sitemap plugin that has support for no longer have to worry about the 50,000 URL limit or the time it tak fast, consumes much fewer resources and can be extended via your Here's a demo of the sitemapindex if you are interested.... By Khang
Google XML Sitemaps v3 for qTranslate Details	Install Now	3.2.6.2	★★★★★	This plugin will generate a special XML sitemap which will help sear to better index your blog. With such a sitemap, it's much easier for th site and retrieve it more efficiently. The plugin supports all kinds of W URLs. Additionally it notifies all major search ... By DSmidgy, NeoEC
Google XML Sitemaps Details	Install Now	3.2.6	★★★★★	This plugin will generate a special XML sitemap which will help sear to better index your blog. With such a sitemap, it's much easier for th site and retrieve it more efficiently. The plugin supports all kinds of W URLs. Additionally it notifies all major search ... By Arne Brachhold.

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Click "Activate Plugin" and then scroll down to the newly installed plugin and click on "Settings".

Installing Plugin: Google XML Sitemaps 3.2.6

Downloading install package from http://downloads.wordpress.org/plugin/google-sitemap-generator.3.2.6.zip...

Unpacking the package...

Installing the plugin...

Successfully installed the plugin Google XML Sitemaps 3.2.6.

1

Activate Plugin | Return to Plugin Installer

Plugin	Description
Bad Behavior Settings	Log	Deactivate	Edit	Deny automated spambots access to your PHP-based Web site. Version 2.1.15	By Michael Hampton	Visit plugin site
Contact Form 7 Settings	Deactivate	Edit	Just another contact form plugin. Simple but flexible. Version 3.0.2.1	By Takayuki Miyoshi	Visit plugin site
Google Analytics for WordPress Settings	Deactivate	Edit	This plugin makes it simple to add Google Analytics to your WordPress blog, adding lots of f clickout and download tracking. Version 4.2.2	By Joost de Valk	Visit plugin site
Google XML Sitemaps Deactivate	Edit	This plugin will generate a special XML sitemap which will help search engines like Google, blog. Version 3.2.6	By Arne Brachhold	Visit plugin site	Settings	FAQ	Support	Donate

2

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Click on "Click here" to build the sitemap for the first time. Then scroll down to adjust any other settings you desire and when done, click "Update Options".

XML Sitemap Generator for WordPress 3.2.6

The sitemap wasn't generated yet.

The sitemap wasn't built yet. Click here to build it the first time.

If you encounter any problems with the build process you can use the debug function to get more information.

There is a new beta version of this plugin available which supports the new multi-site feature of WordPress as well as many other new functions! More information and download

1

Update options   Reset options

2

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Next Video...

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Introduction to Google Webmaster

Google Webmaster

What Is It?

An analytics site that helps you understand the "health" of your website.

Why Is It Important?

This site provides a lot of data about your website but most importantly, it helps detect website errors, malware, Google bot crawl rate and more. You can also submit your sitemap here.

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Introduction to FTP

FTP: File Transfer Protocol

What Is It?

File Transfer Protocol is a platform where we can remotely connect to our hosting accounts and upload themes, videos, etc..

Why Is It Important?

You will need to use this method of file transfer anytime you need to upload large files to your site and you'll also need it to verify your site on Google Webmasters.

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Go to google.com/webmasters and click on "Sign in to Webmaster Tools".

Google webmaster central

Increase traffic to your site

Get data about crawling, indexing and search traffic.
Receive notifications about problems on your site.

Sign in to Webmaster Tools

▶ Watch a video

Find out how Google sees your site
Verified site owners can see information about how
Google crawls, indexes and ranks your site

Links to your site

Crawl errors

Search queries

Queries 2,424   Impressions 246,000   Clicks 9,900

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Step 2

Click on "Add a Site" and add the URL of the site you'd like to manage.

Google

Webmaster Tools

Home   Sort: **By site health** | Alphabetically   **ADD A SITE**

1

2

Add a site

Enter the URL of a site you'd like to manage

Example: www.google.com

Continue   Cancel
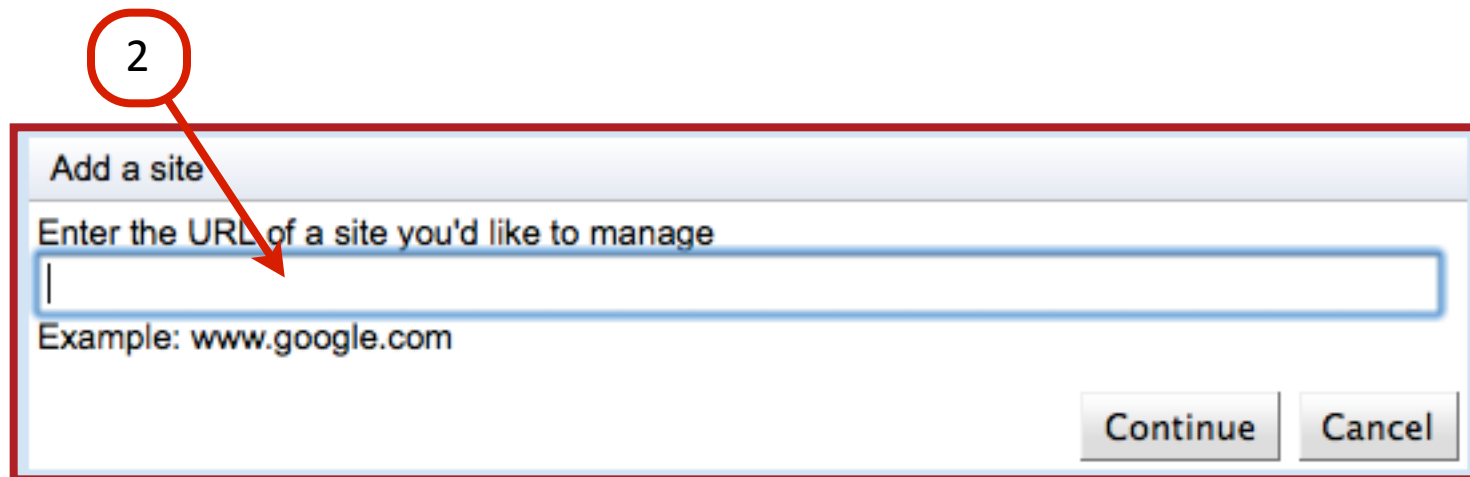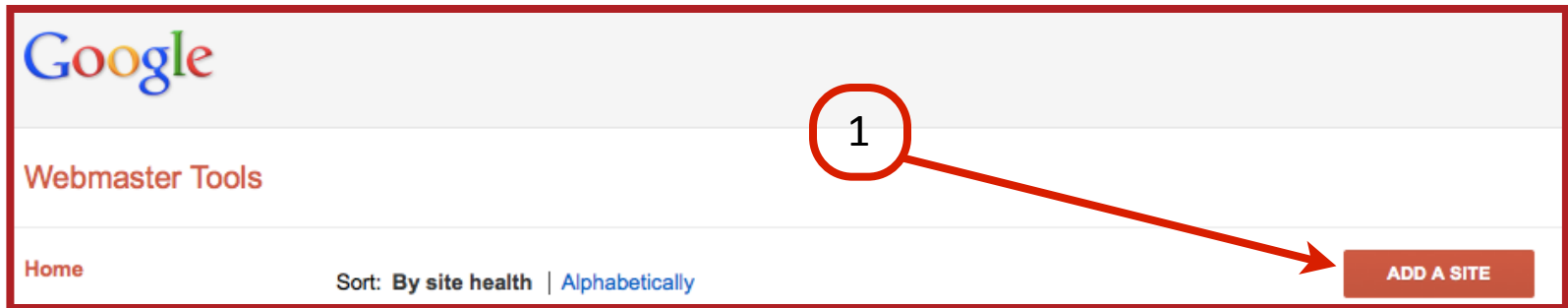
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Download the HTML Verification file by clicking on the "this HTML verification file" link.
NOTE: Only download this file one time and use it for every site.

Google webmaster central

« Go back

Verify ownership

There are several ways to prove to Google that you own **http://www.mortgageassign.com/**. Select the option that is easiest for you. (More information about site verification.)

Recommended method | Alternate methods

Recommended: Upload an HTML file to your server

You can use this option if you are able to upload new files to your site.

Instructions:

1. **Download** this HTML verification file. [google89b1075bcc26e822.html]

2. **Upload** the file to http://www.mortgageassign.com/

3. **Confirm** successful upload by visiting http://www.mortgageassign.com/google89b1075bcc26e822.html in your browser.

4. **Click** Verify below.

To stay verified, don't remove the HTML file, even after verification succeeds.

Verify   Not now

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Open a new tab or window in your web browser and go to www.filezilla-project.org. Then click on "Download FileZilla Client". Watch secondary FTP Video for live video tutorial.

FileZilla
The free FTP solution

Home

FileZilla
Features
Screenshots
Download
Documentation

FileZilla Server
Download

General
Contact
Forum
Project page
Wiki

Development

Overview

Welcome to the homepage of FileZilla, the free FTP solution. Both a client and a server are available. FileZilla is open source software distributed free of charge under the terms of the GNU General Public License

Support is available through our forums, the wiki and the bug and feature request trackers.

In addition, you will find documentation on how to compile FileZilla and nightly builds for multiple platforms in the development section.

◇ **Quick download links**

Download FileZilla Client
All platforms

Download FileZilla Server
Windows only

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Select your platform and follow the instructions to install the program on your computer.

Client Download

The latest stable version of FileZilla Client is 3.5.3

Please select the file appropriate for your platform below.

◆ Mac OS X ✕

➥ FileZilla_3.5.3_i686-apple-darwin9.app.tar.bz2 ⓘ (Intel)

➥ FileZilla_3.5.3_powerpc-apple-darwin9.app.tar.bz2 ⓘ
(PowerPC G4)

Requires OS X 10.5 or newer

◆ Linux 🐧

➥ FileZilla_3.5.3_i586-linux-gnu.tar.bz2 ⓘ

➥ FileZilla_3.5.3_x86_64-linux-gnu.tar.bz2 ⓘ

Built for Debian 6.0 (Squeeze). It is highly recommended to u
distribution or to manually compile FileZilla if you are running

◆ Windows 🪟

➥ FileZilla_3.5.3_win32-setup.exe ⓘ (recommended)

➥ FileZilla_3.5.3_win32.zip ⓘ

Windows XP, Vista and Windows 7 are supported, each both 3

◆ Source Code

➥ FileZilla_3.5.3_src.tar.bz2 ⓘ

◆ Checksums

➥ FileZilla_3.5.3.sha512 ⓘ

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Once installed, open up Filezilla and click on the "Site Manager" icon in the top left corner.

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Step 7

When the site manager opens up, click on "New Site" and type in the name of your site on the left. Then on the right go to the "Host" field and type in the name of your site again with the prefix of "ftp." (Example: "ftp.yoursite.com")
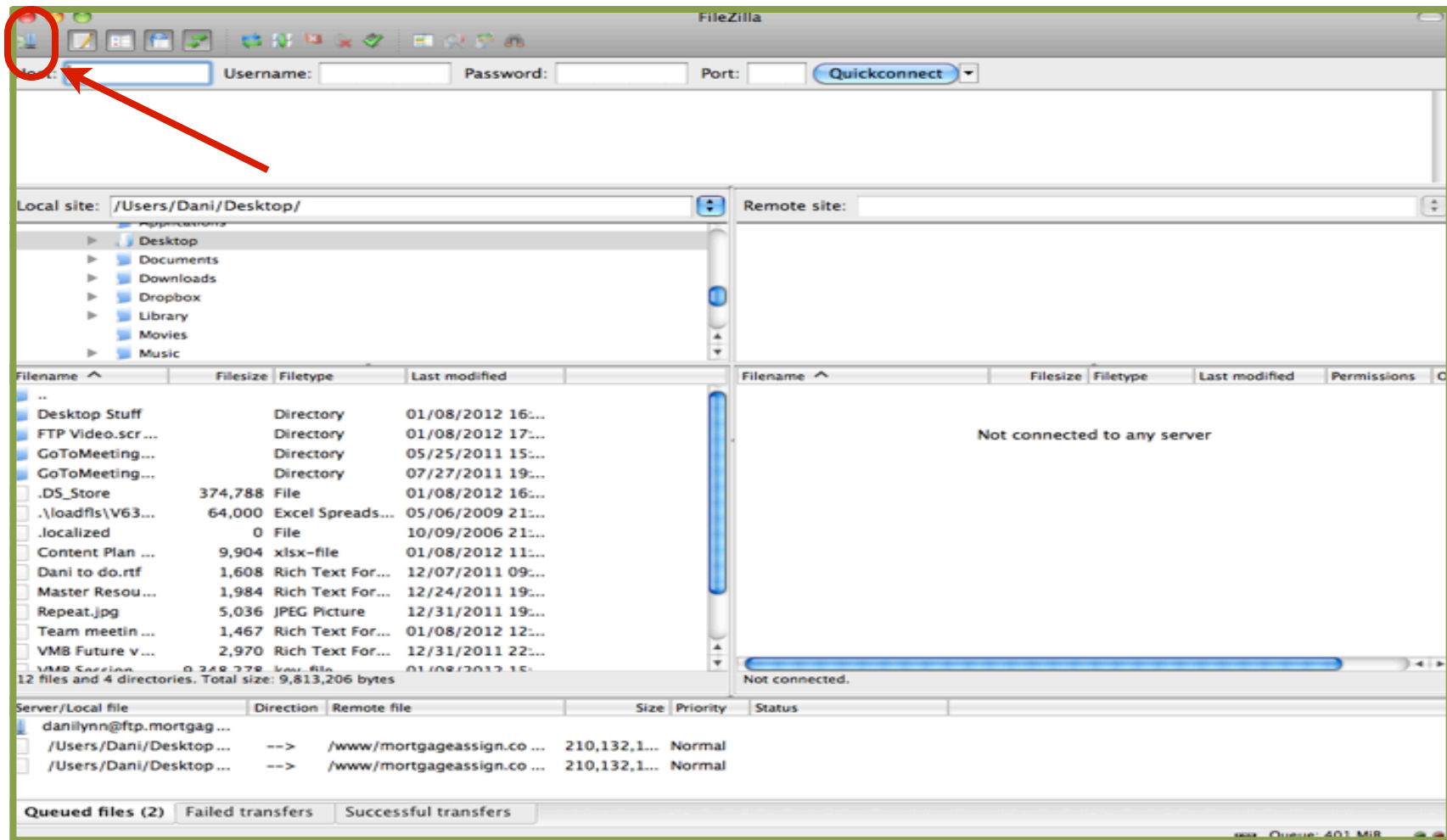
Objective 4 Introduction To Google Webmasters
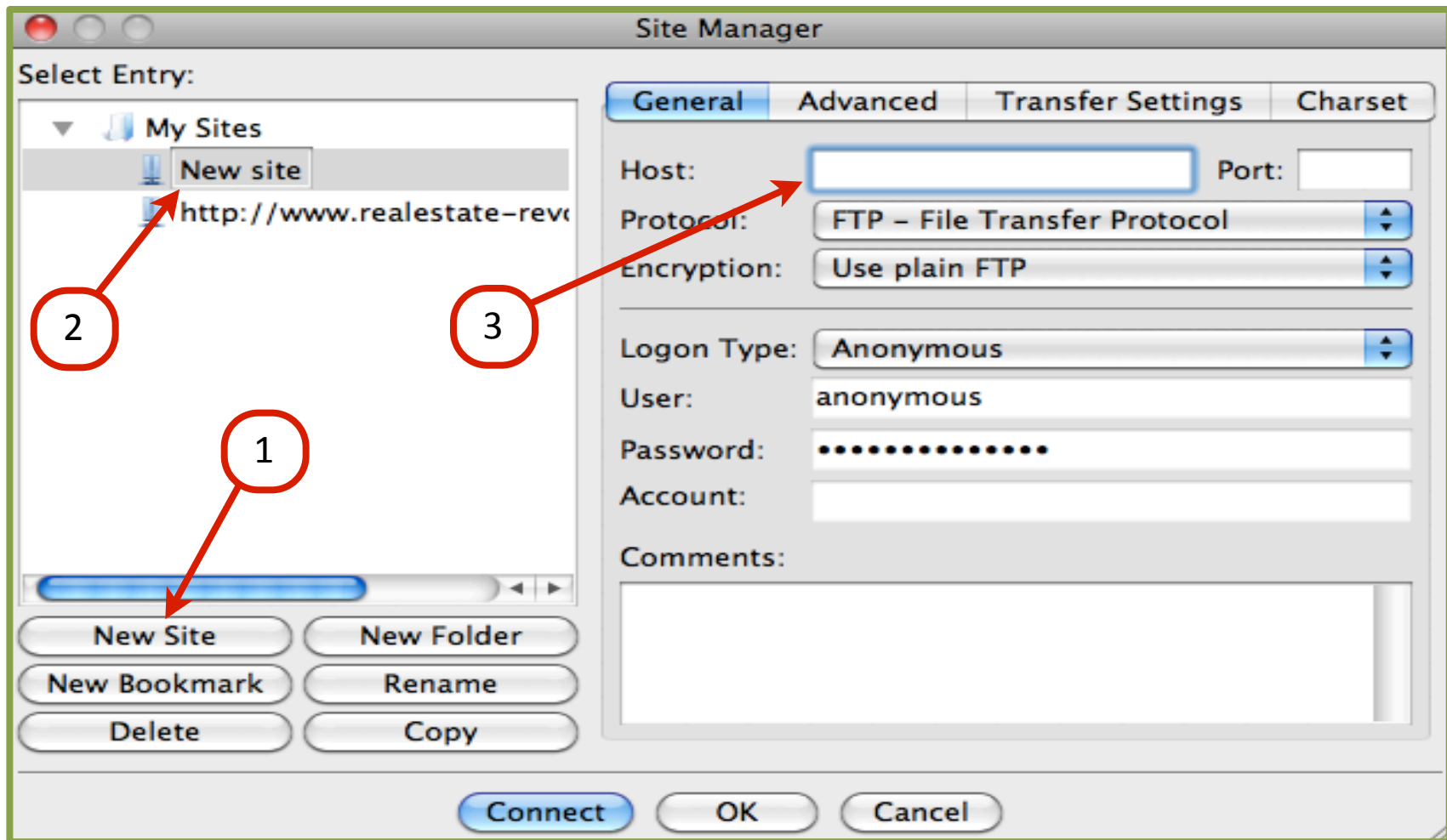
Step 8

Under "Logon Type", select "Normal" and then type in the username and password that you use for your hostgator cpanel and click "Connect".
(If you have problems with this, call your host server for help).

Site Manager

Select Entry:

▼ 📁 My Sites
  📄 New site
  📄 http://www.realestate-rev

General | Advanced | Transfer Settings | Charset

Host: [   ] Port: [   ]

Protocol: FTP – File Transfer Protocol ⬍

Encryption: Use plain FTP ⬍

1 ──→ Logon Type: Anonymous ⬍

2 ──→ User: anonymous

3 ──→ Password: ••••••••••••••

Account: [   ]

Comments:

[   ]

New Site | New Folder
New Bookmark | Rename
Delete | Copy

4 ──→ Connect | OK | Cancel

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Step 9

If this is a secondary website, do this:
Once connected, open the "public_html" folder on the right side
of your ftp screen and double click on that file.

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Once the public_html file is opened, stay on the right hand side bottom screen and find the website that you are working on currently.
(Don't do anything yet, just find it so it's viewable)

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Step 11

Now go back to the left hand side of the ftp screen and find the google verification file. (This file is probably in your download folder unless you moved it somewhere else after download.)

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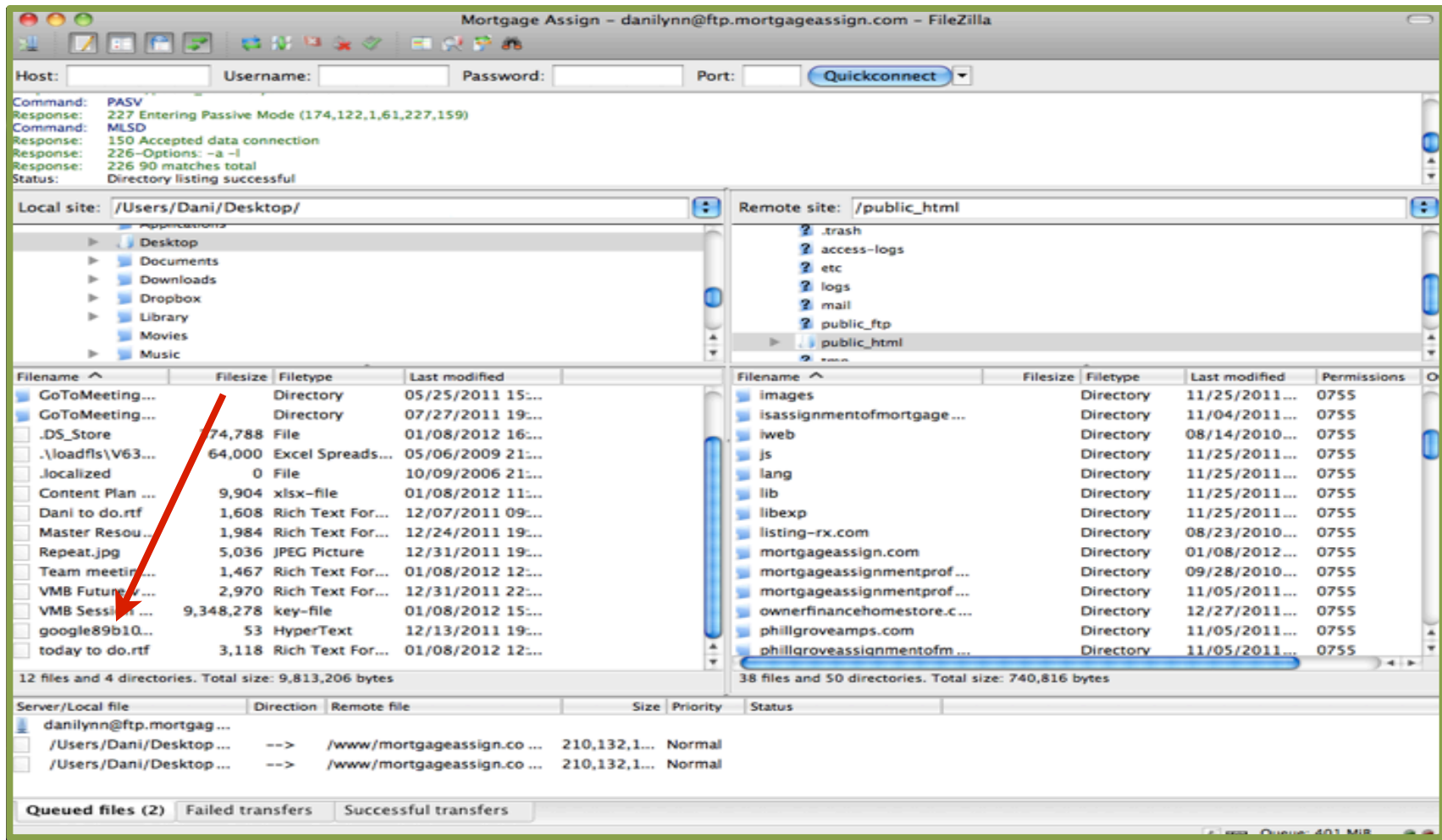
Step 12

Once you find the file on the left side, drag that file over to the right side into the domain folder that you are currently working on.

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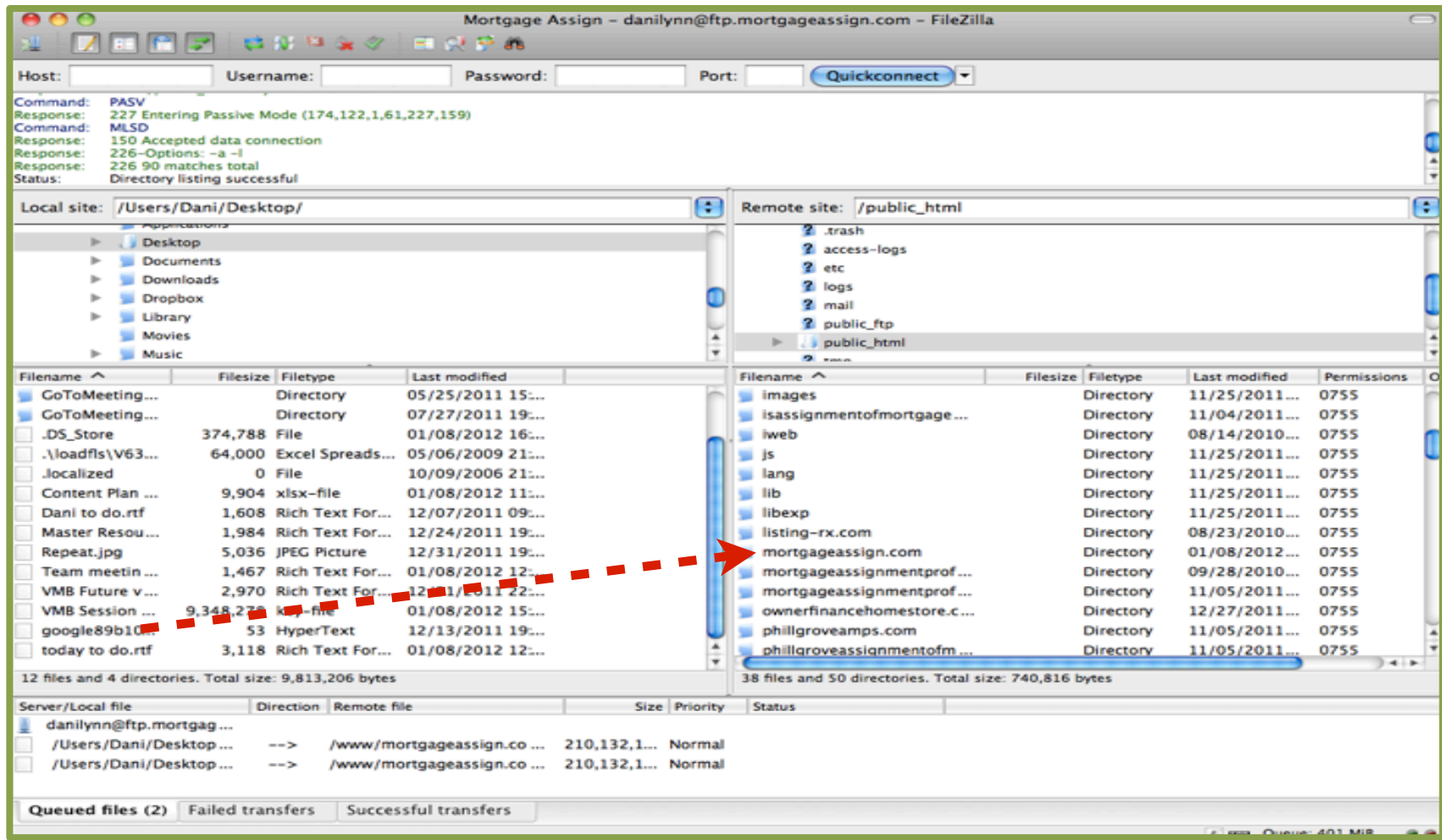
Step 13

If this is your primary website, do this:
Drag that google verification file over to the right side into the "public_html" folder.

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Step 14

Now that the file is transferred, go back to your Google Webmasters window in your web browser and click on the link in #3. If a new window opens with the verification link like below, you can click verify.

AdWords AdSense Analytics Apps

dani@fdr-associates.com | My Account | Help | Sign out

Google webmaster central

« Go back

Verify ownership

There are several ways to prove to Google that you own **http://www.mortgageassign.com/**. Select the option that is easiest for you. (More information about site verification.)

| **Recommended method** | Alternate methods |

Recommended: Upload an HTML file to your server
You can use this option if you are able to upload new files to your site.

Instructions:

1. **Download** this HTML verification file. [google89b1075bcc26e822.html]
2. **Upload** the file to http://www.mortgageassign.com/
3. **Confirm** successful upload by visiting http://www.mortgageassign.com/google89b1075bcc26e822.html in your browser.
4. **Click** Verify below.

To stay verified, don't remove the HTML file, even after verification succeeds.

(Verify) (Not now)

1

Verification Link

2

google-site-verification: google89b1075bcc26e822.html

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Once verified, you can click continue to get to the main dashboard of Google Webmasters.

Verification successful

✓ Congratulations, you have successfully verified your ownership of **http://www.mortgageassign.com/**.

Continue ← **1**

Google

Main Dashboard

Webmaster Tools

www.mortgageassign.com ▾

Dashboard
Messages
▸ Site configuration
▸ Your site on the web
▸ +1 Metrics
▸ Diagnostics
▸ Labs
Other Resources

Help with:
Crawl errors
Search queries
Links to your site
About Sitemaps
Additional support
Help center

Search help (Go)

Search queries

Query	Impressions	Clicks
No data available. (Why not?)		

More »

Links to your site

No data available.

Crawl errors

No data available. (Why not?)

More »

Keywords

No data available. (Why not?)

More »

Sitemaps

Submit a Sitemap

Google   Add these gadgets and more to your iGoogle homepage.

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Click on "Submit a Sitemap" on the dashboard screen and then again in the new window.

www.mortgageassign.com ▾

Search queries

Query	Impressions	Clicks
No data available. (Why not?)		

More »

Links to your site

No data available.

Crawl errors

No data available. (Why not?)

More »

Keywords

No data available. (Why not?)

More »

1

Sitemaps

Submit a Sitemap

Submit a Sitemap to tell Google about pages on your site we might not otherwise discover.

2

Submit a Sitemap

Show submissions: **By me (0)** - All (0)

Sitemap	Status	Type	Downloaded	URLs submitted	URLs in web index
No Sitemaps submitted.					

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Type in "sitemap.xml" into the open field and click "Submit Sitemap".

Submit a Sitemap to tell Google about pages on your site we might not otherwise discover.

Submit a Sitemap	Show submissions: **By me (0)** - All (0)

http://www.mortgageassign.com/ | sitemap.xml | Submit Sitemap | **URLs submitted** | **URLs in web index**

No Sitemaps submitted.

1

2

Submit a Sitemap				Show submissions: **By me (1)** - All (1)	
Sitemap	**Status**	**Type**	**Downloaded**	**URLs submitted**	**URLs in web index**
☐ /sitemap.xml	✔	Sitemap	Jan 8, 2012	11	--
☐ Delete Resubmit					

⬇ Download this table

⬇ Download data for all sites

Picture of what you'll see after you submit sitemap

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Virtual Marketing Blueprint

Next Video...

Objectives:
1) Website Optimization Overview
2) Setting Up Google Analytics
3) Building Google XML Sitemaps
4) Introduction To Google Webmasters
5) **How To Speed Up Your Wordpress Website**
6) Addendum: New Plugin- Ping Optimizer

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Virtual Marketing Blueprint

Website Optimization

Objectives:
1) Website Optimization Overview
2) Setting Up Google Analytics
3) Building Google XML Sitemaps
4) Introduction To Google Webmasters
5) **How To Speed Up Your Wordpress Website**
6) Addendum: New Plugin- Ping Optimizer

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Introduction to WP Super Cache

WP Super Cache

What Is It?

A plugin that helps speeds up your wordpress site.

Why Is It Important?

Users & Google Bots both get BORED if they have to wait too long for your website to load. The longer your site takes, the more you risk not being indexed by search engines and losing potential prospects to the "one click away from your competition" rule.

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Go to "Add New" under the "Plugins" tab and type in "wp super cache" in the search field and click "Search Plugins".

🏠 **Dashboard**

📌 **Posts**

🖼 **Media**

🔗 **Links**

📋 **Pages**

💬 **Comments**

🔲 **Appearance**

🔌 **Plugins**

Installed Plugins

Add New

🔌 Install Plugins

Search | Upload | Featured | Popular | Newest | Recently Updated

Plugins extend and expand the functionality of WordPress. You may automatically install

Search

Search for plugins by keyword, author, or tag.

| Term ▾ | wp super cache | Search Plugins |

Popular tags

You may also browse based on the most popular tags in the Plugin Directory:

1

2

3

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Step 2

Find the plugin and click on "Install Now" and then click "Okay" on the next window when it asks if you are sure you want to install the plugin.

Install Plugins

Search | **Search Results** | Upload | Featured | Popular | Newest | Recently Updated

Term ▾ | wp super cache | Search Plugins

Name	Version	Rating	Description
WP Super Cache Details Install Now	1.0	★★★★☆	This plugin generates static html files from your dynamic Word[Press] will serve that file instead of processing the comparatively heav[y] The static html files will be served to the vast majority of your u[sers] comment form after they leave a comment thos… By Donncha
WP Widget Cache Details	Install Now	0.25.4	★★★★★	A high-performance caching plugin for WordPress, and a plus [for] ChangeLog Why we need this WP Widget Cache? WP Widget Cache can cache the output of your blog widgets. [...] your database and speed up your site. I think you've heard of WP-Cache or WP Super Cache, they ar[e] Andrew Zhang.

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Click on "Activate Plugin" and then click on "plugin admin page"on the next screen.

Installing Plugin: WP Super Cache 1.0

Downloading install package from `http://downloads.wordpress.org/plugin/wp-super-cache.1.0.zip...`

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **WP Super Cache 1.0**.

1

Activate Plugin | Return to Plugin Installer

Plugins Add New

2

WP Super Cache is disabled. Please go to the **plugin admin page** to enable caching.

Plugin **activated**.

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Step 4

Click on "Caching On" and then click "Update Status".

WP_CACHE constant added to wp-config.php

If you continue to see this warning message please see point 5 of the FAQ. The WP_CACHE line must be moved up.

WP Super Cache Settings

| Easy | Advanced | CDN | Contents | Preload | Plugins | Debug |

Caching

1 ⟶ ⊙ Caching On *(Recommended)*

○ Caching Off

Note: enables PHP caching, cache rebuild, and mobile support

Update Status » ⟵ **2**

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TIP

If you are making major edits to your site, turn caching off during that process or you'll have a hard time viewing your site changes. For minor edits you can just delete the cache to view your changes.

WP Super Cache Settings

| Easy | Advanced | CDN | Contents | Preload | Plugins | Debug |

Caching

⦿ Caching On *(Recommended)*
◯ Caching Off

Note: enables PHP caching, cache rebuild, and mobile support

Update Status »

Cache Tester

Test your cached website by clicking the test button below.

Test Cache

Delete Cached Pages

Cached pages are stored on your server as html and PHP files. If you need to delete them use the button below.

Recommended Links and Plugins

Delete Cache »   Caching is only one part of making a website faster. Here are some other plugins that will help:

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Upload small files when possible and always have your site accessing your site for files as opposed to outside sites.

Objective 5 How To Speed Up Your Wordpress Website

		About Us	admin	About Us , 2012/01/02	0	2012/01/02	No savings Re-smush
		JPG					
		Team Coaching JPG	admin	Team Coaching , 2012/01/02	0	2012/01/02	Reduced by 26.1% (47 KB) Re-smush
		Group Coaching1 JPG	admin	Group Coaching , 2012/01/02	0	2012/01/02	No savings Re-smush
		Group Coaching JPG	admin	Group Coaching , 2012/01/02	0	2012/01/02	Reduced by 8.1% (4.3 KB) Re-smush
		coach 2 JPG	admin	One On One Coaching , 2012/01/02	0	2012/01/02	No savings Re-smush
		coach 3 JPG	admin	Group Coaching , 2012/01/02	0	2012/01/02	Reduced by 4.1% (2.2 KB) Re-smush

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Virtual Marketing Blueprint

Next Video...

Objectives:
1) Website Optimization Overview
2) Setting Up Google Analytics
3) Building Google XML Sitemaps
4) Introduction To Google Webmasters
5) How To Speed Up Your Wordpress Website
6) **Addendum: New Plugin- Ping Optimizer**

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Virtual Marketing Blueprint

Website Optimization

Addendum:

Addendum: New Plugin- Ping Optimizer

Unnecessary Pings ?

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Introduction to Ping Optimizer

Ping Optimizer

What Is It?

A plugin that helps control your website pinging so it doesn't ping every time you edit or save a post.

Why Is It Important?

It saves your website from being tagged as a ping spammer.

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Go to your wordpress dashboard and click on "Add New" under your "Plugins" tab. Then type in "maxblogpress ping optimizer" into the search field and click on "Search Plugins".

Install Plugins

Search | Upload | Featured | Popular | Newest | Recently Updated

Plugins extend and expand the functionality of WordPress. You may automatically install p

Search

Search for plugins by keyword, author, or tag.

| Term ▾ | ‹blogpress ping optimizer| | Search Plugins |

1

2

3

Dashboard

Posts

Media

Links

Pages

Comments

Appearance

Plugins

Installed Plugins

Add New

Popular tags

You may also browse based on the most popular tags in the Plugin Directory:

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Find the "cbnet Ping Optimizer" and click "Install Now" and
then click "Okay" on the next window that asks if you're sure
if you want to install this plugin.

Install Plugins

Search | **Search Results** | Upload | Featured | Popular | Newest | Recently Updated

Term ▾ | maxblogpress ping optim | Search Plugins

Name	Version	Rating	Description
cbnet Ping Optimizer Details | Install Now	2.3.3	★★★★★	Even the latest version of WordPress has thi Do you know your WordPress blog pings unr "Save and Continue Editing" or "Save" butto buttons. Save your blog from getting tagged as ping s After you install cbnet Pi... By chipbennett.

1

Click "Activate Plugin" and go to "Settings" to see if you want to change any of the configuration.

Installing Plugin: cbnet Ping Optimizer 2.3.3

Downloading install package from http://downloads.wordpress.org/plugin/cbnet-ping-optimizer.2.3.3.zip...

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **cbnet Ping Optimizer 2.3.3**.

1

Activate Plugin | Return to Plugin Installer

Plugins Add New

2

All (12) | Active (11) | Inactive (1) | Drop-ins (1)

Bulk Actions ▾ Apply

☐	Plugin	Description
☐	**Bad Behavior** Settings | Log | Deactivate | Edit	Deny automated spambots access to your PHP-based W Version 2.1.15 | By Michael Hampton | Visit plugin site
☐	**cbnet Ping Optimizer** Deactivate | Edit | Settings	Saves your wordpress blog from getting tagged as ping s with registration/activiation functionality removed.) Version 2.3.3 | By chipbennett | Visit plugin site

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Virtual Marketing Blueprint

Website Optimization

Objectives:

- ☑ Website Optimization Overview
- ☑ Setting Up Google Analytics
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- ☑ Introduction To Google Webmasters
- ☑ How To Speed Up Your Wordpress Website
- ☑ Addendum: New Plugin- Ping Optimizer

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VMB: Website Optimization Homework

Prior to the start of the next session, you should complete the following tasks:

1) **Review Website Optimization Overview**
2) **Set Up Your Google Analytics**
3) **Build Your Google XML Sitemap(s)**
4) **Set Up Google Webmasters & Submit Sitemap**
5) **Install & Configure WP Super Cache Plugin**
6) **Install & Configure Ping Optimization Plugin**

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Thank You!

We look forward to seeing you on the next
Virtual Marketing Blueprint Q & A Session!
Dani Lynn, Flip, Tucker and Sasha

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